GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Industries & Commerce Department - Open Network for Digital Commerce (ONDC) Initiatives in AP - Leveraging ONDC's Network and Ecosystems to Enhance Economic and Digital Initiatives in Andhra Pradesh - Formation of Committees for policy formulation and implementation – Orders - Issued.

INDUSTRIES AND COMMERCE (PROGRAMME.III) DEPARTMENT

G.O.MS.No. 50 **Dated: 13-09-2024**

Read the following:-

1. Minutes of the Meeting with Hon'ble C.M. and ONDC Dt:23.07.2024 & Dt:13.08.2024
2. E-file received from the VC&MD, APTPC Computer No.2529693.

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ORDER:

Open Network for Digital Commerce (ONDC) is an initiative of the Department of Commerce, Government of India and aimed at democratizing e-commerce to enable every seller, MSME, merchant, farmers and consumer to access, participate and benefit from market access through digital commerce.

2. In the reference 2nd read above, the VC&MD, APTPC has stated that Open Network Digital Commerce is an open protocol which enables buyer seller interface with multiple APPs at the same time through the network. To leverage ONDC's network & its Ecosystem in AP and to enhance Economic and Digital transformation, during the meeting with Higher level Officers of the stakeholder departments and ONDC Officials held on 23rd July 2024, it was decided to explore the integration process of products of Horticulture, Agriculture, MSME, SERP and services of IT Sector, APSRTC and start-ups with ONDC for enhancing market access and to have proper understanding to roll-out the ONDC initiatives for its advantages to the producers sellers and buyers and to conduct a state level workshop at the earliest and formulating a policy for way forward.

3. In this regard a Virtual workshop was conducted on 13-08-2024 with the officers of the concerned stake holder Departments and ONDC officials for sensitization on ONDC initiatives and to leveraging ONDC's network and ecosystem in A.P and the action points, short term and long term goals to be achieved under ONDC initiatives were deliberated.

4. The VC&MD, APTPC has requested the Government to constitute Secretaries Committee to formulate policies and to create enabling environment to onboard the ONDC initiative across sectors where in G-B, B-B, B-C and C-C e-Commerce transactions can be promoted and to implement and to take quick and sustainable action at the field level constitute a Implementation Committee as suggested by CMO.

5. Government, after careful examination of the matter, hereby constitute department wise way forward/road map for implementation strategy, specific timelines and targets achievements for on boarding of products, to constitute State level Open Network Digital Commerce (ONDC) Committees - at policy formulation level and implementation level - as follows:

State Level Policy Formulation Committee:

1. Chief Secretary, GoAP ..... Chairman
2. The Special Chief Secretary, Revenue Department. ..... Member
3. The Special Chief Secretary, Agriculture Department ..... Member
4. The Special Chief Secretary, MA&UD Dept. ..... Member
5. The Principal Secretary, Rural Development Department ..... Member
6. The Principal Secretary, Transport Department. ..... Member

7.The Prl. Secretary, Handlooms & Textiles Department. ..... Member
8.The Secretary, Horticulture and Aqua culture Department ……..Member
9.The Secretary, ITE&C Department. .....Member
10.The Secretary, I&C and Food processing Dept. ..../Member Convenor

This committee formulates the policy guidelines, implementation strategy, indication of short time and longtime targets and specific timelines. Finalization of Ecosystem partner, road map for roll out of ONDC initiatives in the respective Department, Cross Departmental coordination and review of the progress of roll out the process of Integration. The Chairmen shall co-opt the required members for the meetings for effective implementation of ONDC in the State.

Implementation Committee:

1. The Commissioner/Director of Industries	- Chairman.
2. The VC&MD, APTPC	- Member Convenor
3. The Commissioner/Director of Agriculture	- Member
4. The Commissioner/Director of Horticulture	- Member
5. The Chief Commissioner State Tax.	- Member
6. The Chief Executive Officer, SERP.	- Member
7. The MD&CEO, APSSDC.	- Member
8. The Managing Director, APTS.	- Member
9. The Commissioner, Hand looms& Textiles.	- Member
10. The Commissioner of Transport.	- Member
11. The Director of Fisheries.	- Member
12. The Chief Executive Officer, AP Innovation society.	- Member
13. The CEO, A.P.MSME Development Corporation	- Member
14. The Managing Director, APSRTC	- Member

This committee kept responsible for implementing the strategy formulated by the Department, mobilizations of resources, Identification of potential products geographically, identification of TSPs, capacity building of potential sellers like FPO's MSME's and SHG's, forward backward linkages, demand generation, on boarding of products digital transformation of existing commerce network and compliance of ONDC protocols. The Chairman shall co-opt the required members for the meetings for effective implementation of ONDC in the State.

Role of Open Network Digital Commerce:

Open Network Digital Commerce support AP for institutional set up of ONDC in AP and to support with the technical team, buyer seller network partners, TSP's, ONDC protocol tools and processes for the proposed physical workshop to further make aware the AP team on boarding process and compliance to ONDC protocols.

6. The Vice Chairman and Managing Director, A.P. Trade Promotion Corporation Ltd. shall take necessary action in the matter, accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

N YUVARAJ
SECRETARY TO GOVERNMENT &CIP

To
The Vice Chairman and Managing Director, APTPC, Vijayawada.
Copy to:-
The Chief Secretary, GoAP.
The Special Chief Secretary, Revenue Department.
The Special Chief Secretary, Agriculture Department
The Special Chief Secretary, MA&UD Department
The Principal Secretary, Rural Development Department
The Principal Secretary, Transport Department.
The Prl. Secretary, Handlooms & Textiles Department.
The Secretary, Horticulture and Aqua culture Department.

The Secretary, ITE&C Department.
The Secretary, I&C and Food processing Dept.
The Commissioner/Director of Industries, Mangalagiri
The VC&MD, APTPC, Vijayawada
The Commissioner/Director of Agriculture, Vijayawada
The Commissioner/Director of Horticulture, Vijayawada
The Chief Commissioner State Tax, Vijayawada
The Chief Executive Officer, SERP, Vijayawada
The MD&CEO, APSSDC, Vijayawada
The Managing Director, APTS, Vijayawada
The Commissioner, Handlooms & Textiles, Mangalagiri
The Commissioner of Transport, Vijayawada
The Director of Fisheries, Vijayawada
The Chief Executive Officer, AP Innovation society
The CEO, A.P.MSME Development Corporation, Vijayawada
The Managing Director, APSRPC, Vijayawada
The Commissioner of Transport, Vijayawada
P.S to Addl. Secretary to Hon'ble CM
P.S. to Hon'ble Minister (Ind.&Com. and FP)
P.S to Chief Secretary to Government
P.S to Secretary to Govt., I&C Dept.
Sf/Sc (2506249)

//FORWARDED :: BY ORDER//

SECTION OFFICER